

## CLAIMS

The invention is claimed as follows:

1. A method of transmitting data which represents contents of a television program comprising radio transmitting the data which represents contents of a television program from a transmitter to a mobile radio terminal.
2. The method as claimed in claim 1, wherein the transmitting step further comprises transmitting text data which represents contents of the television program.
3. The method as claimed in claim 1, wherein the transmitting step further comprises transmitting video data which represents contents of the television program.
4. The method as claimed in claim 2, wherein the transmitting step further comprises transmitting video data which represents contents of the television program.
5. A method as claimed in claim 1, further comprising the step of storing pre-selected television program information in memory, and wherein the transmitting step further comprises transmitting the stored pre-selected television program information.
6. A method as claimed in claim 5, wherein the transmitting step further comprises transmitting the stored pre-selected television program information by one of automatically, according to a predetermined schedule, on request, and combinations thereof.
7. A method as claimed in claim 1, further comprising the step of matching a form of the data to display options of the mobile radio terminal.
8. A method as claimed in claim 1, further comprising the step of automatically billing costs for the transmission via a telephone bill for the a user of the mobile radio terminal.

9. A method as claimed in claim 1, wherein the data which represents contents of a television program represents only a portion the television program, and wherein the transmitting step further comprises transmitting the data which represents only a portion of the television program from the transmitter to the mobile radio  
5 terminal.

10. An apparatus for transmitting data which at least partially represents contents of a television program to a mobile radio terminal, comprising:  
a television program memory device capable of storing the television program;  
a data memory device having the data which at least partially represents  
10 contents of the television program; and  
a transmitter device connected to the television program memory device and the data memory device, the transmitter device transmitting the data via a mobile radio network to the mobile radio terminal.

11. An apparatus for transmitting data which at least partially represents  
15 contents of a television program to a mobile radio terminal, comprising:  
a device having a television program;  
a device having data which at least partially represents contents of the television program; and  
a transmitter connected to the device having the television program and the  
20 device having data which at least partially represents contents of the television program, the transmitter transmitting the data via a mobile radio network to the mobile radio terminal.

12. An apparatus according to claim 11, wherein the device having a television program further comprises one of a device having a live television program, a memory which stores a recorded television program, and combinations thereof.

13. An apparatus according to claim 11, wherein the device having data  
5 which at least partially represents contents of the television program further comprises one of a device having on-line generated data, a memory which stores the data, and combinations thereof.

14. An apparatus according to claim 12, wherein the device having data  
which at least partially represents contents of the television program further comprises  
10 one of a device having on-line generated data, a memory which stores the data, and combinations thereof.